AMENDMENTS TO THE CLAIMS

1-25. (Cancelled).

26. (Currently Amended) A method for robust real-time management of content in a network environment, comprising:

associating each of a plurality of content management rules with one or more rule conditions for determining an applicability of said each of said plurality of content management rules to said content;

dynamically updating the state of said one or more rule conditions;

depending upon the state of said one or more rule conditions, selectively applying one or more applicable content management rules associated therewith to provide said content to users to drive said users towards a first predefined goal; and

upon reaching said first predefined goal, automatically changing behavior of content management rules applied to said content in real time.

27. (Previously Presented) The method of Claim 26, further comprising dynamically updating the state of said one or more rule conditions based on user interactions, machine interactions, or a combination thereof.

28. (Previously Presented) The method of Claim 26, wherein each content management rule comprises one or more triggers, a set of criteria, and one or more actions.

29. (Previously Presented) The method of Claim 26, wherein at least one rule condition is associated with a group of content management rules.

30. (Previously Presented) The method of Claim 26, wherein each of said one or more rule conditions is associated with data or metadata that governs said applicability of said each of said plurality of content management rules to said content.

31. (Previously Presented) The method of Claim 30, wherein at least one of said one or more rule conditions is an arbitrarily defined set of said data, said metadata, or a combination thereof.

32. (Previously Presented) The method of Claim 30, wherein said metadata is characterized as user metadata, content metadata, rule metadata, or system metadata.

33. (Previously Presented) The method of Claim 26, further comprising representing each of said one or more rule conditions as an object accessible by a rules engine.

34. (Previously Presented) The method of Claim 33, wherein said object contains data or metadata and wherein said rules engine determines, based upon said data or said metadata, said applicability of said each of said plurality of content management rules to said content.

35. (Previously Presented) The method of Claim 26, further comprising automatically reprioritizing a computer image of said content upon reaching said first predefined goal.

36. (Previously Presented) The method of Claim 26, further comprising dynamically changing content management rules applied to said content to drive said users towards a second predefined goal.

37. (Currently Amended) A computer readable medium carrying computer instructions implementing a software product for robust real-time management of content in a network environment, wherein the computer instructions are executable by a computer processor to:

associate each of a plurality of content management rules with one or more rule conditions for determining an applicability of said each of said plurality of content management rules to said content;

dynamically update the state of said one or more rule conditions;

depending upon the state of said one or more rule conditions, selectively apply one or more applicable content management rules associated therewith to provide said content to users to drive said users towards a first predefined goal; and

upon reaching said first predefined goal, automatically change <u>behavior of</u> content management rules applied to said content <u>in real time</u>.

38. (Previously Presented) The computer readable medium of Claim 37, further comprising computer instructions for dynamically updating the state of said one or more rule conditions based on user interactions, machine interactions, or a combination thereof.

39. (Previously Presented) The computer readable medium of Claim 37, wherein each content management rule comprises one or more triggers, a set of criteria, and one or more actions.

40. (Previously Presented) The computer readable medium of Claim 37, wherein at least one rule condition is associated with a group of content management rules.

41. (Previously Presented) The computer readable medium of Claim 37, wherein each of said one or more rule conditions is associated with data or metadata that governs said applicability of said each of said plurality of content management rules to said content.

42. (Previously Presented) The computer readable medium of Claim 41, wherein at least one of said one or more rule conditions is an arbitrarily defined set of said data, said metadata, or a combination thereof.

43. (Previously Presented) The computer readable medium of Claim 41, wherein said metadata is characterized as user metadata, content metadata, rule metadata, or system metadata.

44. (Previously Presented) The computer readable medium of Claim 37, further comprising computer instructions for representing each of said one or more rule conditions as an object accessible by a rules engine.

45. (Previously Presented) The computer readable medium of Claim 44, wherein said object contains data or metadata and wherein said rules engine determines, based upon said data or said metadata, said applicability of said each of said plurality of content management rules to said content.

46. (Previously Presented) The computer readable medium of Claim 37, further comprising computer instructions for automatically reprioritizing a computer image of said content upon reaching said first predefined goal.

47. (Previously Presented) The computer readable medium of Claim 37, further comprising computer instructions for dynamically changing content management rules applied to said content to drive said users towards a second predefined goal.

48. (Currently Amended) A system for robust real-time management of content in a network environment, comprising:

a processor; and

a computer readable medium carrying computer instructions executable by said processor to:

associate each of a plurality of content management rules with one or more rule conditions for determining an applicability of said each of said plurality of content management rules to said content;

dynamically update the state of said one or more rule conditions;

depending upon the state of said one or more rule conditions, selectively apply one or more applicable content management rules associated therewith to provide said content to users to drive said users towards a first predefined goal; and

upon reaching said first predefined goal, automatically change behavior of content management rules applied to said content in real time.

49. (Previously Presented) The system of Claim 48, wherein said computer readable medium further comprises computer instructions for representing each of said one or more rule conditions as an object accessible by a rules engine, wherein said object contains data or metadata and wherein said rules engine determines, based upon said data or said metadata, said applicability of said each of said plurality of content management rules to said content.

50. (Previously Presented) The system of Claim 48, wherein said computer readable medium further comprises computer instructions for dynamically changing content management rules applied to said content to drive said users towards a second predefined goal.